

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 08057 040824Z  
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W  
-----015908 041217Z /53

R 040821Z MAY 78  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 7657

UNCLAS TOKYO 08057

FOR OIM/JAPAN

EO 11652: NA  
TAGS: BEXP, JA  
SUBJECT: CONSUMER GOODS PROMOTION MF-BSP

REF: USDOC 08145

1. TC HAS TWO CONSUMER GOODS MF-BSP'S FOR PERIOD AUGUST 21 THROUGH SEPTEMBER 1, 1978: (A) AUGUST 21-25; AMERICAN HOME AND GARDEN FURNISHING AND INTERIORS BEING PLANNED BY DE GRASSI AND ASSOCIATES, TOKYO, A FORMER MPC FOR TC, AND (B) AUGUST 31 - SEPT 1; LEISURETIME USA, BEING PLANNED BY DAIICHI KIKAKU K.K., TOKYO, OUR PRESENT MPC.
2. TC WILL ADVISE MORE DETAILS OF THESE SHOWS, BUT WE BELIEVE THAT PROSPECTS FOR DE GRASSI'S BSP IS RATHER DIM BECAUSE OF HIGH CONTRIBUTION ORGANIZER PLANS TO CHARGE.
3. TC/EMBASSY COMMERCIAL SECTION MET WITH DAIICHI KIKAKU ON MAY 1 TO DISCUSS PRELIMINARY STRATEGY FOR RECRUITMENT, NARROWING DOWN OF EXHIBITION THEME, AND MARKET PROMOTION PLAN. SHERMAN

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 04 may 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Document Number:** 1978TOKYO08057  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
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